



City of Loma Linda Official Report

Floyd Petersen, Mayor
Stan Brauer, Mayor pro tempore
Robert Christman, Councilmember
Robert Ziprick, Councilmember
Charles Umeda, Councilmember

COUNCIL AGENDA: April 18, 2006
TO: City Council
VIA: Dennis R. Halloway, City Manager
FROM: W. James Hettrick, Director of Information Systems
SUBJECT: Authorize Internet based software sales

RECOMMENDATION

It is recommended that the City Council authorize Internet based software sales through the City's online store under the LLCCP products line.

BACKGROUND

With its high profile fiber optic Internet connectivity program, the City of Loma Linda is attracting a lot of attention from residents and from other interested parties. Along with the connectivity of Internet applications is the need for security, privacy and parental control options. Preventon has worked with the City to create a line of Internet security products to fill this need. These products can be made available to Internet customers at more than competitive prices, providing customers with the Internet security they need at a price they can afford. Today more than ever, online security issues are at the top of many people's list of important things to consider. After all, if one's computer security becomes compromised, bank account and personal information might be at risk. Cyber-crime has become a threat to all web users. Since parental control has become one of the hottest topics of any discussion of the Internet, offering a powerful yet affordable Internet security solution would provide a valuable and necessary product for many web customers. Providing a robust parental control solution would be in keeping with our community's family-centered views and family-friendly environment.

ANALYSIS

Staff has identified an increasing demand for these types of software products, as well as an existing medium through which to deliver these products, at no additional investment using the City's Web site. Many Web users are going to purchase some kind of anti-virus or firewall software. The City of Loma Linda could provide these software applications to Internet customers. This would help those customers by providing high quality products at affordable prices, and simultaneously create revenue for the City. This would also create a new avenue of marketing and product delivery that the City could utilize for other software products in the future, as opportunities become attractive and/or useful to the community.

FINANCIAL IMPACT:

It is estimated that sales will generate between \$10,000 and \$25,000 depending on the success rate. Sales revenue could potentially reach \$100,000.







AGENDA ITEM 23



City of Loma Linda, California

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